COGNITIVE SURPLUS

"互联网革命最伟大的思考者"
《未来是湿的》作者 克莱·舍基 最新力作

认知盈余

自由时间的力量

Creativity and Generosity in a Connected Age

[美] 克莱·舍基（Clay Shirky）◎著
胡泳 哈丽丝◎译

中国人民大学出版社

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[illegible] 2012[illegible]1[illegible]

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Cognitive surplus: creativity and generosity in a connected age by Clay Shirky.

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[illegible]sitcom[illegible]soap opera[illegible]costume drama[illegible]

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2007[illegible]*Journal of Economic Psychology*[illegible]*Does Watching TV Make Us Happy?*[illegible]·[illegible]Bruno Frey[illegible]·[illegible]Christine Benesch[illegible]·[illegible]Alois Stutzer[illegible]

[illegible]·[illegible]Newton Minow[illegible][5][illegible]“[illegible]”[illegible]vast wasteland[illegible]“[illegible]”[illegible]idiot box[illegible]“[illegible]”[illegible]boob tube[illegible]·[illegible]Ronald Dahl[illegible]

[illegible]*Charlie and the Chocolate Factory*[illegible]·[illegible]Mike Teavee[illegible][6][illegible]——[illegible]50[illegible]

[illegible]·[illegible]Jib Fowles[illegible]*Why Viewers Watch*[illegible]“[illegible]”[illegible]“[illegible]”[illegible]social surrogacy hypothesis[illegible]

[illegible]——[illegible]·[illegible]Jaye Derrick[illegible]·[illegible]Shira Gabriel[illegible]·[illegible]Kurt Hugenberg[illegible]

[illegible]treadmill[illegible]·[illegible]Luiginao Bruni[illegible]·[illegible]Luca Stanca[illegible]*Journal of Economic Behavior and Organization*[illegible]*Watching Alone*[illegible]·[illegible]Marco Gui[illegible]·[illegible]2009[illegible]*Television Viewing, Satisfaction and Happiness*[illegible]

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[illegible]·[illegible]Dan Hill[illegible][8][illegible]——[illegible]“[illegible]”[illegible]*Lostpedia*[illegible]——[illegible]

[illegible]“[illegible]”[illegible]·[illegible]Charlie Leadbeater[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]

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[illegible]Ushahidi[9][illegible]

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[illegible]“[illegible]”[illegible]Kenyan Pundit[illegible]“Ushahidi”[illegible]·[illegible]Erik Hersman[illegible]·[illegible]David Kobia[illegible]Ushahidi[illegible]

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“[illegible]”[illegible]

[illegible]*World of Warcraft*[illegible]

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[illegible]·[illegible]David Hickey[illegible]1997[illegible]*Romancing the Looky-Loos*[illegible]“[illegible]”[illegible]looky-loos[illegible][13][illegible]

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[illegible]·[illegible]Waylon Jennings[illegible]

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[illegible]20[illegible]20[illegible]

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[illegible]·[illegible]Philip Anderson[illegible]“[illegible]”[illegible]More is different.[illegible]

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[4] [illegible]2004[illegible]10[illegible]3[illegible]ABC[illegible]2100[illegible]2007[illegible]1.2[illegible]2010[illegible]68[illegible]5100[illegible]2010[illegible]274[illegible]——[illegible]

[5] [illegible]·[illegible]1926—) [illegible]——[illegible]

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[7] [illegible]——[illegible]

[8] [illegible]*Lost*[illegible]ABC[illegible]2004—2010[illegible]——[illegible]

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[11] [illegible]1976—1981[illegible]ABC[illegible]20[illegible]70[illegible]——[illegible]

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PickupPal[illegible]20[illegible]20[illegible]15[illegible]

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[illegible]16[illegible]·[illegible]Martin Luther[illegible][6][illegible]“[illegible]”[illegible]·[illegible]Edgar Allan Poe[illegible]1845[illegible]“[illegible]”

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[illegible]Interactive Telecommunications Program[illegible]15[illegible]20[illegible]——[illegible]15[illegible]

[illegible]“[illegible]”[illegible]……[illegible]

[illegible]·[illegible]William Safire[illegible]

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[illegible]·[illegible]Nik Gowing[illegible]“[illegible]”[illegible]*“Skyful of Lies” and Black Swan*[illegible]

2005[illegible]7[illegible]“[illegible]public domain[illegible]80[illegible]1 300[illegible]”

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[2] [illegible]1996[illegible]——[illegible]

[3] [illegible]·[illegible]——[illegible]

[4] [illegible]·[illegible]·[illegible]——[illegible]

[5] [illegible]“publi-”[illegible]“public”[illegible]——[illegible]

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[illegible]·[illegible]Josh Groban[illegible]popera,pop [illegible] opera[illegible]——[illegible]*Ave Maria*[illegible]*Alla Luce Del Sole*[illegible](*Per Te*)[illegible](*You Raise Me Up*)[illegible]4[illegible]200[illegible]

[illegible]JoshGroban.com [illegible] “[illegible]”[illegible]Grobanites[illegible], [illegible]“[illegible]” [illegible]Grobania[illegible]

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2002[illegible]“[illegible]”[illegible]21[illegible]“[illegible]”[illegible]·[illegible]Julie Clarke[illegible]“[illegible]”[illegible]·[illegible]David Foster Foundation[illegible]1000[illegible]·[illegible]

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1993[illegible]·[illegible]

[illegible]·[illegible]Lorenz Goette[illegible]·[illegible]Max Planck Institute for Evolutionary Anthropology[illegible]·[illegible]Michael Tomasello[illegible]14[illegible]

[illegible]1970[illegible]——[illegible]

1994[illegible]University of Alberta[illegible]·[illegible]Judy Cameron[illegible]·[illegible]David Pierce[illegible]·[illegible]Richard Ryan[illegible]1999[illegible]“[illegible]”[illegible]

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2006[illegible]·[illegible]Yochai Benkler[illegible]·[illegible][illegible]Helen Nissenbaum[illegible]*Commons-Based Peer Production and Virtue*[illegible]“[illegible]”[illegible]——[illegible]——[illegible]

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ASCII[illegible]——[illegible]

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[illegible]*The Onion*[illegible]·[illegible]Larry Groznic[illegible]Geek[illegible][4][illegible]Green Lantern[illegible][5][illegible]Muppets[illegible][6][illegible]*Back to the Future*[illegible]*Tiger Beat*[illegible][7][illegible]

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FanFiction.net[illegible]50[illegible]·[illegible]FictionAlley.org[illegible]HarryPotterFanFiction.com[illegible]J. K.[illegible]J.K.Rowling[illegible]Fan-Fiction.net[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]read and review, R & R[illegible]

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“[illegible]”[illegible]·[illegible]·[illegible]Henry Joseph Nasiff[illegible]Jr.[illegible]·[illegible]Howard Stern[illegible]KOAM.com[illegible]“[illegible]”[illegible]·[illegible]·[illegible]Kevin Renzulli[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

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[1] 501(c)[illegible]Internal Revenue Code, IRC[illegible]26[illegible]Federal Income Tax[illegible]501(c)3[illegible]——[illegible]

[2] [illegible]20[illegible]70[illegible]1969[illegible]9[illegible]26[illegible]1974[illegible]3[illegible]8[illegible]ABC[illegible]——[illegible]

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[6] Muppets[illegible]·[illegible]1936[illegible]1990[illegible]1954—1955[illegible]——[illegible]

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[illegible]*Collaborative Circles: Friendship Dynamics and Creative Work*[illegible]·[illegible]Michael

Farrell[illegible]

[illegible]·[illegible]Claude Monet[illegible]·[illegible]Auguste Renoir[illegible]·[illegible]Charles Gleyre[illegible]Café Guerbois[illegible]·[illegible]Edouard Manet[illegible]·[illegible]Edgar Degas[illegible]·[illegible]Berthe Morisot[illegible]·[illegible]Camille Pissarro[illegible]

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[illegible]behavioral economics[illegible]“[illegible]”[illegible]Ultimatum Game[illegible]·[illegible]Werner Güth[illegible]·[illegible]Rolf Schmittberger[illegible]·[illegible]Bernd Schwarze[illegible]1982[illegible]University of Cologne[illegible]

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[3] [illegible]2000[illegible]6[illegible]——[illegible]

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一切为了您的阅读价值

常常阅读我们图书的读者一定都记忆犹新，2008年以前出版的图书中，都放置了一篇题为“一切为了您的阅读体验”的文章，文中所谈，如今都得到了读者的广泛认同，也得到了出版业内同行的追随。

在我们2008年以后的新书以及重印书中，读者会看到这篇“一切为了您的阅读价值”；而对于我们图书的新读者，我们特别在整本书的最后几页，放置了“一切为了您的阅读体验”的精编版。今后，我们将在每年推出崭新的针对读者阅读生活的不同设计和思考。

★ 您知道自己为阅读付出的最大成本是什么吗？

★ 您是否常常在阅读过一本书籍后，才发现不是自己要看的那一本？

★ 您是否常常发现书架上很多书籍都是一时冲动买下，直到现在一字未读？

★ 您是否常常感慨书籍的价格太贵，两百多页的书，值三十多元钱吗？

阅读的最大成本

读者在选购图书的时候，往往把成本支出的焦点放在书价上，其实不然。**时间才是读者付出的最大阅读成本**。

阅读的时间成本=选择图书所花费的时间+阅读图书所花费的时间+误读图书所浪费的时间

选择合适的图书类别

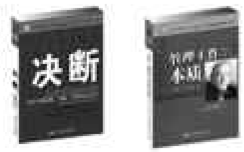
目前市场上的**图书来源**可以分为**两大类，五小类**：

1. 引进图书：引进图书来源于国外的出版公司，多为从其他语种翻译成中文而出版，反映国际发展现状，但与中国的实际结合较弱，这其中包括三小类：

a）教科书：这类书理论性较强，体系完整，但多为学科的基础知识，适合初入门的、需要系统了解一门学问的读者。



b）专业书：这类书理论性、专业性均较强，需要读者拥有比较深厚的专业背景，阅读的目的是加深对一门学问的理解和认识。





c）大众书：这类书理论性、专业性均不强，但普及性较强，贴近现实，实用可操作，适合一门学问的普通爱好者或实际操作者。

2. 本土图书：本土图书来源于中国的作者，反映中国的发展现状，与中国的实际结合较强，但国际视野和领先性与引进版相比较弱，这其中包括两小类，可通过封面的作者署名来辨别：



a）"著"作：这类图书大多为作者亲笔写就，请读者认真阅读"作者简介"，并上网查询，验证其真实程度，一旦发现优秀的适合自己的作者，可以在今后的阅读生活中，多加留意，系统地了解几位优秀作者的作品，是非常有益的。

b）"编著"图书：这类图书汇编了大量图书中的内容，拼凑的痕迹较明显，建议读者仔细分辨，谨慎购买。

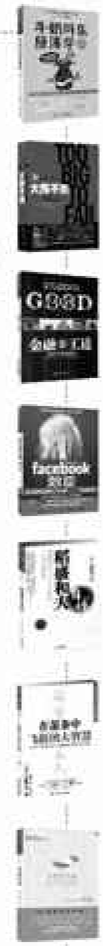
七 阅读的收益

阅读图书最大的收益，来自于获取知识后，**应用于**自己的**工作和生活**，获得品质的**改善和提升**，由此，油然而生一种无限的**满足感**。



湛庐文化 Cheers Publishing

湛庐文化2008-2010年获奖书目



《牛奶可乐经济学》

国家图书馆"第四届文津奖"十本获奖图书之一，唯一获奖的商业类图书；
搜狐、《第一财经日报》"2008年十本最佳商业图书"。
用经济学的眼光看待生活和工作，体验作为"经济学家"的奇妙之处。

《大而不倒》

英文版入围"《金融时报》·高盛2010年度最佳商业图书最终候选榜"，是美国《外交政策》杂志调查发现的全球思想家正在阅读的20本书之一。
"蓝狮子·新浪2010年度十大最佳商业图书"，《智囊悦读》"2010年度十大最具价值经管图书"。
全球政要和首席执行官争相阅读的危机启示录。
一部金融界的《2012》，一部丹·布朗式的鸿篇巨制。

《金融的王道》

"蓝狮子·新浪2010年度最佳金融商业图书"。
汇丰集团主席倾尽毕生心力罕见灵魂之作。
一代银行家眼中的历史与世界，300年资本市场的得失与未来。

《facebook效应》

英文版入围"《金融时报》·高盛2010年度最佳商业图书最终候选榜"。
搜狐2010"读本好书"年度十佳好书，"蓝狮子·新浪2010年度十大最佳商业图书"。
首度公开facebook开元创业的26个细节，马克·扎克伯格及40多位facebook核心高管倾情讲述。

《稻盛和夫自传》《在萧条中飞跃的大智慧》

《稻盛和夫自传》"蓝狮子·新浪2010年度十大最佳商业图书"。
稻盛和夫亲笔撰写的唯一传记。
一代经营之圣的成长历程，一位商界智者的梦想之旅。
《在萧条中飞跃的大智慧》被《21世纪商业评论》评为"2009年度最受商业领袖关注的书籍"。
日本"经营之圣"稻盛和夫谈危机下企业的生存之道。

《真实的幸福》

《职场》"2010最具阅读价值的10本职场书籍"。
积极心理学之父马丁·塞利格曼扛鼎之作，哈佛最吸引人、最受欢迎的幸福课。

希腊三部曲：**《追逐阳光之岛》**、**《桃金娘森林宝藏》**、**《众神的花园》**

新闻出版总署"第六次（2009年）向全国青少年推荐百种优秀图书"之一。
"希腊三部曲"仿佛文明新仙境与伊甸园，充满时间的味道、缤纷的颜色、可口的食物、柔软的触感、奇怪有趣的人物和无尽的爱、学习与玩乐。



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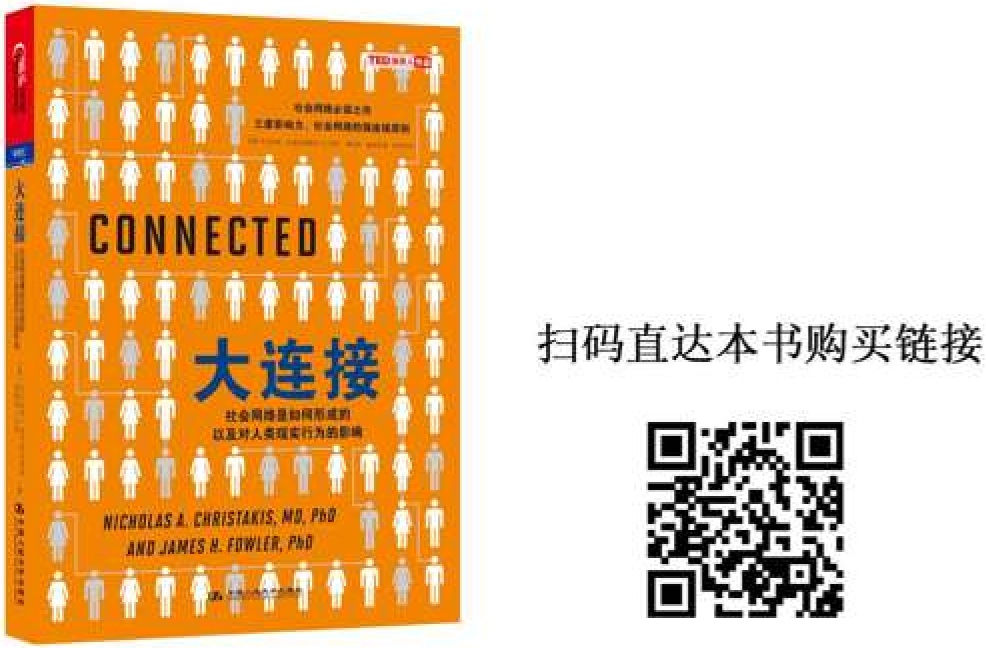
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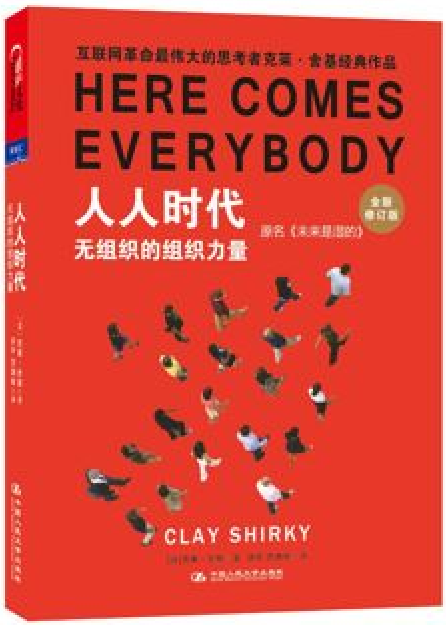
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